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Advert.

From: LPOLLAK --VUS0212A Date and time 05/12/92 09:48:53
To: AREIMAN --VCH0021A Andre Reiman

From: Lee Pollak
Subject: CECCM Proposal On Advertising
Am forwarding the following note to Lee, received today on profs,as I know this is one of the subjects you're discussing.
*** Forwarding note from SCARLSON--VCH0021A 05.12.92 08:50 ***
To: LPOLLAK --VUS0212A Lee Pollak

From: Stig Carlson
To : Ian Sargeant
Subject: CECCM Proposal On Advertising
I have read you status report on the CECCM ad ban counterproposal with great interest.
As we are in the process of negotiating our "third way" approaches, i e liveable law proposals, in markets like Turkey, Hungary and now also CSFR, I would much appreciate if you could take us into your confidence and inform us about the content of the "secret proposal" regarding issues like TV, radio, POP and especially the area of "Youth protection".I think it is most essential that we retain our global credibility in argumentation - being fully aware that your scheme One aims at having it presented independently from our industry. - Our people doing the political work need to be prepared to debate the main points of our proposals. (We will, possibly, have the same situation pretty soon also in Denmark as well as Switzerland).
Thanks and regards, Stig
*** Forwarding note from ISARGEAN--VCH0021A 11.05.92 14:09 ***
To: JPUOTILA--VCH0021A Johan Puotila

From: Ian Sargeant
Addressee: J. Puotila
Subject: CECCM Proposal On Advertising

There are two projects under development in CECCM which are designed to fill the vacuum that might be created if the Commission's proposal for an ad ban is definitively defeated through the blocking minority. The first is a directive on minimum harmonisation; this would be a list of restrictions that would be the minimum that each member state must apply - they could go further, all the way to a total ban e.g. Italy, Portugal, if they chose.
The other scheme is an EC-wide industry code of conduct on advertising that would reassure the politicians that the industry had put its house in order and remove the political pressure to legislate.

A text is drafted on the former project which is, for the moment, being kept confidential since it has to appear to be spontaneously forthcoming from the Commission. The latter project has been subject of only one meeting at which John Hogan represents PM - it reportedly went well, but there are no documents yet available from the meeting.

RJR have been obliged by majority vote to accept the text of the proposed directive (they disagreed with the cinema advertising limits). On the code, I understand that they are also being the most difficult company. Their main priority seems to be preserving cinema and cartoon characters (=Joe Camel|).

Regards,
Ian
*** Forwarding note from JPUOTILA--VCH0021A 11.05.92 13:36 ***
To: ISARGEAN--VCH0021A I.C. Sargeant

From: Johan Puotila

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Source: https://www.industrydocuments.ucsf.edu/docs/qtkx0000

To : Ian Sargeant
Subject: CECCM Proposal On Advertising

Ian,

From Stig I heard that there would has been reached an agreement within CECCM on a "third way" proposal on how to deal with tobacco advertising within EC. Would you have any additional and more specific info on this development, like

- the main points of the CECCM approach (how far reaching is it);

- how is it aimed to be used (legislative approach v. voluntary agreements); and

- has RJR bought into this/actively supported this.

As you might know in Sweden RJR refuses to play ball with the other NMA members when it comes to voluntary marketing restrictions and the supervising system, their claim being that the current Swedish system and the supervising of the Consumer Board code are unconstitutional. They rather deal (and frequently do) with the Marketing Court than with the industry self control body TISC - thus giving ammunition to the opposition which claims that voluntary agreements don't work.

Best Regards

Johan

cc: SCARLSON--VCH0021A Stig Carlson
EEDQVIST--VCH0021A Mats Sjoeblom
HMOBARG --VCH0021A Hampe Mobarg

cc: HMOBARG --VCH0021A Hampe Mobarg
MHORST --VBE0002A M. Horst
EEDQVIST--VCH0021A Eva Edqvist
SCARLSON--VCH0021A Stig Carlson

cc: NHALIM --VCH0021A K. Ian Ferguson
MREARDON--VCH0021A Michael Reardon
FDULLES --VCH0021A Frederick Dulles

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